

Michael Tank

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EDUCATION + CERTIFICATIONS

UCLA School of the Arts & Architecture, Los Angeles, CA
B.A. in Design | Media Arts,
min. Geography | Environmental
Studies. Regents' Scholar.

Oregon State U., Corvallis, OR
Cert. in Advanced Permaculture
& Design for Future Climates

Living Mandala, Berkeley, CA
Permaculture Design Certificate

SKILLS + INDUSTRIES

Team Leadership: Coaching,
new hire training, program
development, Jira

Startup Experience: Product
innovation, cross-functional
process improvement, scaling,
documentation

Digital/Print Communication:
Adobe Creative Suite, HTML /
CSS, Figma, brand dev, social
media, strategic comms

Customer Service: Zendesk
CRM, Mailchimp, Shopify,
escalations, UX/UI analysis

Sustainability: organic and
urban agriculture, climate,
ESG, electric vehicles, energy
use, transit/urban planning

Non-profits: governance,
volunteer organization,
community engagement

Languages: English | Spanish

Clifton Strengths:
Strategic | Ideation | Belief
Responsibility | Relator

SUMMARY

Design | Product | Communications | Customer Experience leader empowering teams and driving results on international and community initiatives toward climate mitigation and adaptation. I offer iterative and systemic design thinking and bring products or programs from vision to implementation with 5+ years experience in design & brand development, experience with small business and non-profits, and 5 years in pre-IPO startups.

EXPERIENCE

Climatebase, San Francisco, CA- 2024 (REMOTE)

Climate Tech Fellowship

- Project management and product operations support for capstone in sustainable finance, participating in minimum viable product development and user research in a zero-to-one startup space. Launched and monitored Kanban board with Jira.
- Team lead / founder for regenerative ecology research capstone project. Led Agile sprints and engaged in user research, market analysis, climate and botanical data analysis, and UX design for a minimum viable SaaS product in gardening.

Food Forest Abundance, Orlando, FL- 2021 - 2024 (REMOTE)

Western US Design Team & Install Manager | Permaculture Designer

- Joined first-year company offering climate-adaptative designs nationwide. Managed teams & vendors as the company scaled up to 40+ designers. Successfully implemented company's first national *perma-blitz* initiative onsite in New Mexico.
- Produced detailed food forest designs & install quotes for projects in multiple climate zones using Google Earth/GIS, Illustrator & proprietary plant databases.
- Promoted to Design & Install Manager in 2023. Onboarded 40 installers and managed 8-10 designers. Coached new designers on best practices and SOPs.

Electra Mobility dba Ridepanda, San Francisco, CA- 2020 (REMOTE)

Launch Product & Operations Lead

- Team member #5 at a venture-backed seed-stage climate-mitigation startup. Developed first policies & procedures for all post-sales CX operations.
- Established first KPIs on fulfillment (i.e. 90% on-time delivery estimates) and quality assurance procedures on vehicle returns and service.
- Drafted scaled business models for product operations with estimated costs, time and energy expenditure, and profitability thresholds. Launched new pricing tiers and value proposition for vehicle service packages, rebranded as Parts Guarantee.
- Managed data for 100+ product listings for first e-commerce launch & Black Friday sales. Maintained vehicle ratings database (Consumer Reports for LEVs).

Scot Networks, San Francisco, CA- 2017 - 2019 (HYBRID)

Bird Rides, Inc. dba Scoot, Los Angeles, CA- 2019 (HYBRID)

Senior Rider Representative (Escalations | Training | Product Feedback)

- Senior CX team member for series-C first mover in micro-mobility transportation. Demonstrated leadership stewarding CX escalation data, procedures and training through expansion from single-city operations to a global network of cities on 3 continents & acquisition. Led and completed update of SOPs for 4 vehicle types and coordinated efforts to update SOPs to Spanish for LATAM / EU teams.
- Investigated customer escalations and vehicle risk management (collections, CC disputes, citations, insurance claims, vehicle damages). Synthesized budget data and analyzed procedures on \$500k+ citation and tow incidents as liaison with SFMTA. Identified product improvements, coordinated with Product, Finance & Fleet stakeholders to eliminate 40% of tows (\$20k/mo) by active incident management.

- Successfully advocated for UI changes that increased app's clarity to remind users of street parking liabilities. Identified and advocated for UI analyses to encourage riders to charge vehicles - increasing ride volume, energy efficiency, and profit.
- Trained 5 new CX hires in SFO office and interviewed dozens of candidates in CX and other departments. Model CX agent with Zendesk CRM.

Community | Ecology | Design — 2014 - PRESENT (FREELANCE)
Strategic Programs | Sustainability | Product Development

Strategic consulting centered on ecologically regenerative and social change-related projects, ranging from communications and media consulting, permaculture design for land stewardship projects using Google Earth, business planning and program development for individuals and organizations. *Projects include:*

One Earth Initiative Society - One Earth Living Media Consultant

- Developed an independent brand and campaign promoting climate mitigation and adaptation strategies. Brand acquired by larger NGO in 2022, continue to offer media research and writing for community and stakeholder engagement.

PLACE for Sustainable Living - Education Program Launch

- Conducted outreach to teachers and organized class schedule for relaunch of education program in 2014. Coordinated events and classes.

Red Victorian Peace Arts Center - Peace Arts Cafe Relaunch

- Created healthy menu and sustainable business plan to reopen cafe business; proposed, organized, and MCed the *Haight Street Review* open mic program to bring 100+ patrons and local performers monthly to the historic hotel & cafe.

Community | Ecology | Design — 2007-2013 (FREELANCE)
Creative Director | Designer for Visual Media

Created consistent brand identities as a freelance designer in multiple media formats, supporting social change organizations using Adobe Creative Suite. *Portfolio includes:*

EcoCity Builders — International EcoCity Framework and Standards

- Produced infographic campaign poster and presentation to clearly present EcoCity Standards to the UN, cities, and other international stakeholders.

Berkeley Fellowship of Unitarian Universalists - Oral History Project

- Led design sprints on branding, website design, and book layout for programs to uplift the stories of activists from anti-war, civil rights, 1960'-70s issues. Coordinated with multiple stakeholders & managed 1 design intern.

CA Student Sustainability Coalition - Executive Committee, Brand Design

- 3 years of work with pioneer organization in student-initiated sustainability policy for universities. Developed lasting brand, visual communications for events and conferences, volunteer management, development and media kits. Led action research unit for student-taught Education for Sustainable Living Program.

Tree Media Group - Action Campaign, Leonardo DiCaprio's The 11th Hour

- Implemented website design and social media outreach for community engagement and public education programs following the release of one of the first major issue-based motion pictures produced on climate change.

U.S. Census Bureau, Alameda, CA — 2009 - 2010

Team Supervisor, Field Operations | Recruiting, HR Representative

- Supervised a crew of 20 field canvassers. Hired 2 assistant supervisors, performed weekly 1-on-1s and timesheet audits, and supported direct reports to successfully engage with diverse East Oakland neighborhoods to support accurate Census.